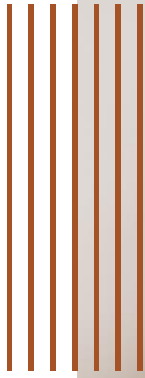**sda.**

THE
PROPOSAL

Read about us, how we started,
our vision, services and our
data-driven strategies.

we don't just build **websites**.
we help businesses flourish **online**.
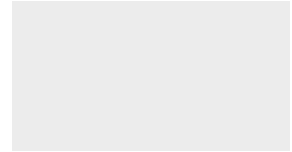
"

Leadership is doing What is right when no One is watching.

- George van Valkenburg

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COVER LETTER

DEAR CLIENT

Welcome to the Digital World! This proposed website package comes with a host of features that help you to track, attract and make potential customers to buy your products/services easily, it makes business digital, simple & convenient.

Introduction:

We propose to design, develop and/or maintain the website for your company.

Proposal Details:

We are proposing a comprehensive package that includes designing a cutting-edge website, complete with all its web pages and subpages, fast loading web pages, and basic search engine submission and optimization.

Upon the start of project, our team will start designing website layouts (using modern web techniques) and curating unique content for your website. Once approved (content), we will make your website live and visible to users.

Web Development Timeframe – the time period for developing the website will range from 3 to 5 weeks, depending on the number of pages.

Payment Terms – We require a 50% down payment upon the start of the web design project and the remaining 50% upon completion of project.

Revisions – We could make revisions to your website after the design has been completed. We work closely with all our clients in making sure their websites are up-to-date.

Pricing – Please see the attached price quotation for pricing details.

Our endeavor is to ensure that you make the most of our digital products and services. We hope you have a great time developing digitally with us!

Yours Sincerely,

Vishal Goyal
Project Manager

ABOUT US

We specialize in creating beautiful, usable, professional websites using best practice accessibility and the latest web standards guidelines, resulting in semantic and SEO friendly website. All our sites are lovingly hand coded.

We allow our clients to focus on business operations.

OUR VISION

Our Vision is to expand our web designing and software development business around the world with providing our clients customized and effective IT services to target their goal. We are capable to provide top quality IT services like Web Designing, Website Development, shopping cart website, e-commerce website development, custom software development, SEO (Search Engine Optimization), Internet marketing, Email Marketing, SMS marketing, Domain and Hosting everything under one roof. We have well trained and experienced IT professionals.
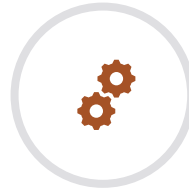
OUR MISSION

To boost the business growth of our clients with extra ordinary website design, E-commerce website, Shopping cart Portals, SEO services, Software Development services like CRM Software, ERP Software, Courier Software, MLM Software, Hospital Management Software, Laboratory Information Management System(LIMS) Software and deliver market defining high quality IT (information Technology) services that build value and unchanging proficient advantage for you across the world.

CAPABILITIES

Website Design

Your website's design plays a vital role in your online marketing campaign's success. For best results for your business, you must invest in designing a website.

SEO & SEM Management

Implementing strong, quality SEO on a brand's website and digital properties is always going to be beneficial to that brand and its marketing efforts.
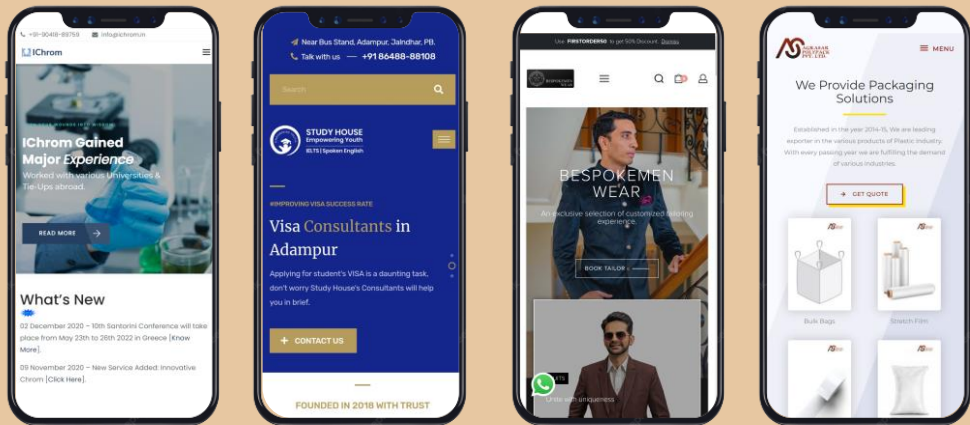
Graphic Design

Graphic design has a big role to play in the modern competitive business environment. Businesses need the services of graphic designers to create impressive marketing materials.

UX/UI Design

The UX/UI Design of the application improves the user experience and customer satisfaction that ultimately helps increase the number of users of the specific application.

Get various services to grow your brand under one roof. Each team member is dedicated to its service and provide client + result oriented output.

Talent wins games, but teamwork and intelligence win championships.

We Offer Website Designing Services at affordable rates. Our websites are customized to your needs! We design a websites that reflects your products, services and your business positively. We have delivered many websites to hundreds of clients across India. We do not charge heavy dollars or rupees. We charge nominal prices that you can afford our web design pack.

QNA

What is a website ?

A website (also written as web site) is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. Examples of notable websites are Google, Facebook, Amazon, and Wikipedia.

What is a domain ?

A domain name is the unique address for a website. Usually, it consists of a website name and a domain name extension. A memorable domain will strengthen your branding and help your audience find your website. Choosing a domain name is one of the most important aspects of building a website or an online presence in general.

What is web hosting ?

Web hosting is an online service that allows you to publish your website files onto the internet. So, anyone who has access to the internet has access to your website. In practice, it usually refers to the service you get from a web hosting provider like one.com. While you can theoretically host an actual server for your website at home, relying on a web hosting service provider offers lots of benefits.

What is SSL Certificate ?

An SSL certificate is a digital certificate that authenticates a website's identity and enables an encrypted connection. SSL stands for Secure Sockets Layer, a security protocol that creates an encrypted link between a web server and a web browser.

Companies and organizations need to add SSL certificates to their websites to secure online transactions and keep customer information private and secure.

QNA

How website can help business ?

A business's online presence, regardless of industry, can have a massive impact on its success. In this day and age, some businesses still don't realize that a majority of their customers will visit their website before making a purchase. Having a strong online presence, particularly a website, can be make or break for generating more revenue.

What is SEO ?

SEO stands for "search engine optimization." In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.
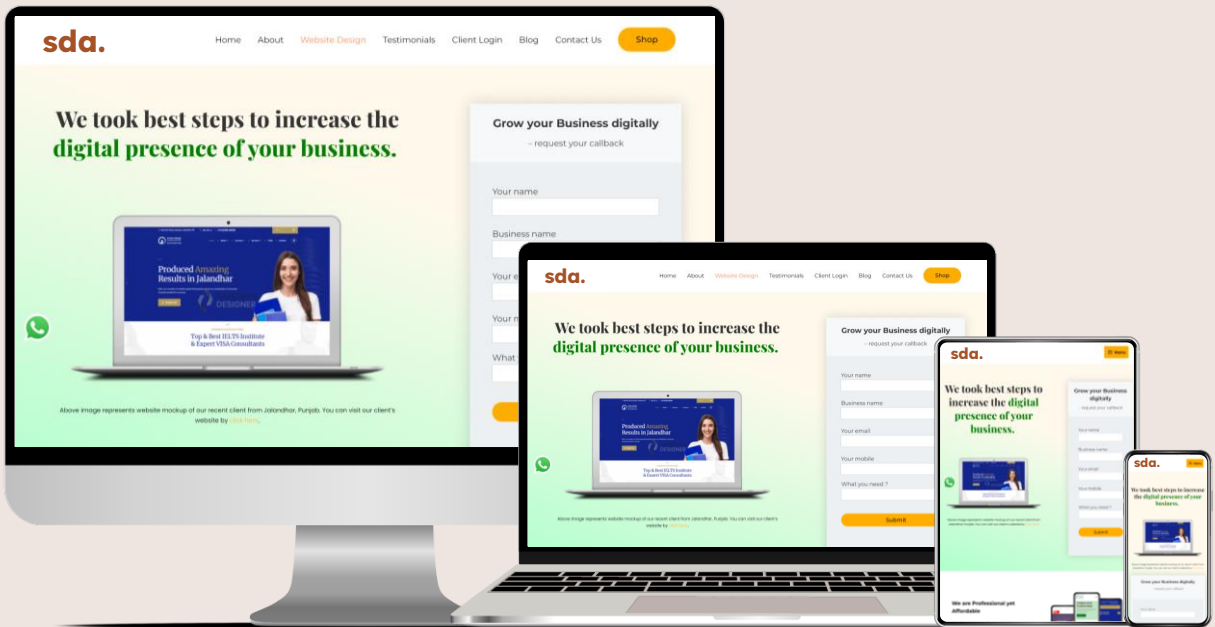
What is PPC ?

In a nutshell, pay-per-click (PPC) is an online marketing model. This form of advertising is prevalent and most closely associated with Google, though you can see PPC ads on Facebook, Bing, and other places as well. With PPC marketing, the advertiser has to pay a fee every time someone clicks on their ad — hence the name pay-per-click.

What is an e-commerce website ?

An ecommerce website is a website that allows you to buy or sell products and services online. Ecommerce websites are perfect for enabling consumers to research, browse, and purchase their favorite products from the comfort of their homes with just a few clicks from their computer, tablet, or mobile device.

SHOWCASE

We do not charge hefty fees. We do not need full advance. We do not take big amount during changes/edits in your website. We need 50% advance, 50% after you get satisfied. We do charge same price every year to cover our fees, to sustain our developer's salary.

Attracting customers online is a little bit difficult. To make this easier, Convey your message in good design & structure and promote your business digitally with consistence to get long-run results. Target your audience smartly not widely.

Look after your business promotions seriously. Regularly track your sales and audience insights to enhance your future promotions more accurately.

PROJECT SUMMARY

The whole project is focused around making client's business visible online. Our team of certified developers will use best & appropriate strategies to boost the digital presence.

Usually, to deliver a project we require 21 days unless it requires specific functionalities.

THE **SPECS**

1 | mobile responsive

Design of website will adapt as per the screen size of user's device.

2 | ssl secured

Security of website will be entrusted by a positive SSL certificate.

3 | listed on google

Website link will be submitted to google to show it in search results.

4 | fast-loading pages

LightSpeed servers and cache technology will enable website to load fast.

GOALS & OBJECTIVES

Goals and objectives help us to calculate our efficiency. We deliver each project with its outcome that will affect our client. Our team try at its best to achieve certain goals and objectives.

Digital Presence

To utilize our team's expertise and skill for creating digital presence of our client's business / service / product, etc. To help client in achieving his/her goals through digital tools.

To help client in escalating business through web and internet.

User Interaction

To create a website which act as a point of interaction between a visiting user and client's business / service / product. To provide valuable information which helps user in his daily life and urge to stay in touch.

Objectives

1 take business online

2 create digital presence

3 connect + collect audience insights

4 create brand visual identity

5 achieve goals via digital marketing

6 create value for client's customers

DESIGN

is not just what it
looks like and feels like.
design is how it

WORKS.

TIMELINE

With experience of over five years and numerous projects delivered, this is an estimate timeline that can client expect with his/her project. One can get an idea how project will be executed out and how he/she can actively communicate with our team to make ensure that project is going on its pace.

For more info, please visit: www.samarthdesigner.com

SEARCHING

Day 1 – Day 4

Initially, available data will be analyzed through search engines and competitor's site. Basic infographic will be drafted.

INITIALIZING

Day 5 – Day 8

Basic setup of social accounts will be initialized. Domain, Hosting will be connected and basic design process will be initialized.

FINALIZING

Day 9 – Day 15

Text, graphics will be finalized after discussion with client. Analytics, social media links will be integrated with website.

DELIVERING

Day 15 – Day 21

Once everything gets approved, website will be live on google. Social media accounts will be hand over to the client.

PACKAGES / OFFERS

To cater various type of clients from different industries, we have offered various packages just to ensure that digital presence of small medium businesses is affordable. Along with this, we ensure high level of professionalism at each point of contact with client. All deliverables are first assured that they are in compliance with the quality standards.

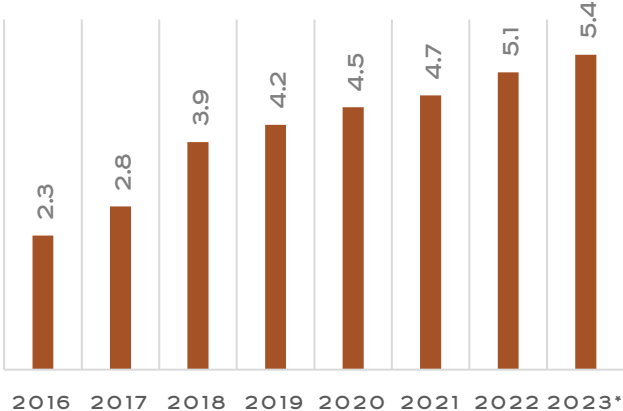For more info, please visit: www.samarthdesigner.com

Plan Features	basic 6700 18.35/day	advanced 9700 26.57/day	ecommerce 15000 41.09/day	blog 19700 53.97/day	corporate 31700 86.84/day
Domain, Hosting, SSL Security 1 .com Domain, 2 GB Linux server with unlimited bandwidth, 1 Positive SSL, Basic 10-12 Pages Web Design, Responsive Design	yes	yes	yes	yes + [Cloud hosting for handling more visitors]	yes + [Cloud hosting for better user experience]
Basic SEO, Cards, 12 Creatives, 1 Webmail Implementation of basic SEO, Google map integration, social media setup, 100 premium visiting cards, 1 professional webmail	yes	yes	yes	yes	yes + [Advanced SEO for better ranking on Google]
Free Maintenance Website can be updated up to 2 times a month at free of cost (limited to text, image edits only)	yes	yes	yes	yes	yes + [Up to 3 updates per month]
Advance Design Website will be designed with latest technologies and eye-catching graphics.	no	yes	yes	yes	yes
E-commerce Features Setup of payment gateway: ccAvenue, Razor Pay, PayU, PayPal. E-commerce website features.	no	no	yes	yes	yes
Dynamic Website Client can update information at backend panel	no	no	yes + [Add/Edit Products]	yes + [Add/Edit Blog & Products]	yes + [Add/Edit Blog & Products + Fully Managed by SDA team]
Renewal Charges Applied at end of each year	basic plan	basic plan	basic plan	advanced plan	advanced plan

ONLINE AUDIENCE

Marketing informs your customers about the products or services you're offering them. Through marketing, customers get to know about the value of the products, their usage, and additional info that might be helpful to the customers.

The right Marketing strategy helps create an image of your brand which will last in the mind of customers forever! You only get one chance to do it Right!
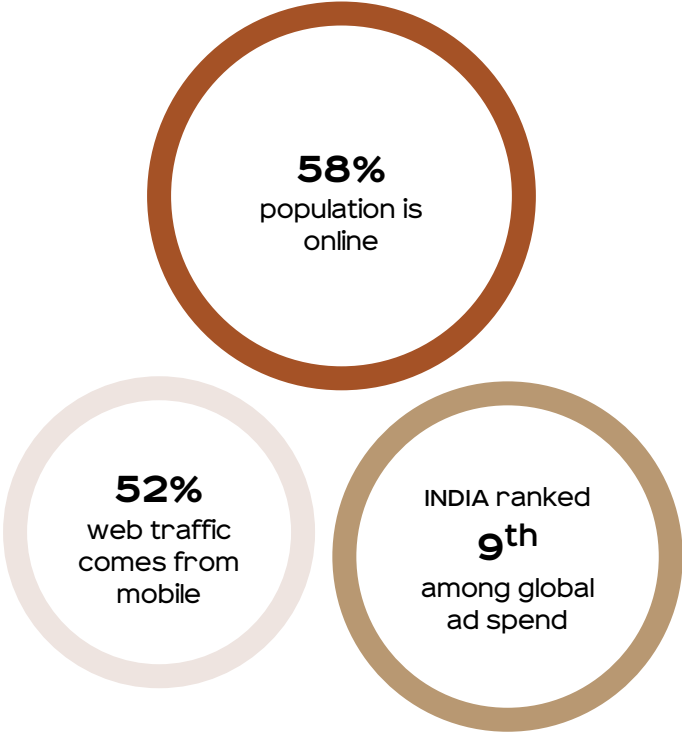
NO. OF INTERNET USERS WORLDWIDE (IN BILLIONS)

Year	Value
2016	2.3
2017	2.8
2018	3.9
2019	4.2
2020	4.5
2021	4.7
2022	5.1
2023*	5.4

Source: Cisco Systems

In Today's Era, People spend their enough time online. 65 % people are convinced by watching a video and 49% of people are influenced though Facebook.

We help in publishing promotional materials in various formats on various platforms like social media, website and emails. Digital Marketing can help you reach right people at right time with right message. Gain audience in less time. We also provide SEO from basic to advanced level. SEO is another form of marketing but it take some time to get results. With Digital Marketing, you can grow your business effectively as it is cost-friendly and focus on targeted audience.

58%
population is online

52%
web traffic comes from mobile

INDIA ranked
9th
among global ad spend

SWOT ANALYSIS

S

Strengths

- Knowledge of message and brand
- Thorough understanding of specific market and customers

W

Weakness

- Superficial knowledge of online environment
- Costs of a full time dedicated team

O

Opportunities

- Online expertise
- Specific Knowledge
- Experience of Digital Marketing

T

Threats

- Costs
- Unfamiliarity with the activity of the organization

CLIENTS

Till Date, we have served clients from India, Australia, Canada, United States, Malaysia and Indonesia, etc. Working with clients globally helped us to maximize our efficiency and streamline the process of delivering our services.

For more info, please visit: www.samarthdesigner.com

52+
Websites Designed

267+
Satisfied Clients

AGREEMENT

This website development services agreement is intended as a legally binding agreement between web Developer and client, collectively known as the "Parties". client has agreed to allow the developer to create, develop, test, and host a website according to the - scope of work. Developer is interested in undertaking such work; and client and developer mutually desire to set and agree to the following terms and conditions as listed.

scope of work

The specific deliverables and project requirements shall be governed by the 'scope of work' document which shall be reviewed and approved by the Parties as a document separate from this website development services agreement.

Developer Requirements

client hereby retains the services of Developer to design, develop and host a website and Necessary additional items as listed in accordance with the proposal submitted by developer to client and accepted. changes to this Agreement or to any deliverables in this contract must be published on developer's website and will be automatically accepted to both parties. Agreement will be valid for next 363 days. Developer agrees to notify company if any risks or schedule delays may take place affecting delivery dates and presentation of the final website. Developer agrees to personally present said website after 3 to 5 weeks in online meeting for final approval and acceptance by client. client shall provide Developer with appropriate space and resources for such presentation to take place. Developer shall provide all necessary computers and staff to effectively achieve such Presentation.

Domain

In case, pricing vary with TLD type or name value, final invoice will vary. Developer will have full control over the DNS of the domain and developer will not resell or migrate domain without consent of client. All rights of domain name belong to the client. In case, agreement or services are prematurely terminated, in that case, the developer will surrender the control and start the process of domain transfer to the client in seven business days.

web Hosting

Developer shall provide website hosting services for the client's website once development is complete. Hosting shall be a shared hosting environment with a minimum of 99.9% server uptime. Developer is in agreement to maintain a copy of the client's website on an offline server as a backup to the live site. Any and all modifications are expected to be completed within 14 business days of developers' acknowledgment depending on the level of repair or maintenance request. Developer will not give access/source files to any parties authorized by the client for purposes of website audits, updates, or modifications as this may damage the files of website.

Design

Developer agrees to attain text approval from the client prior to beginning development by submitting .doc file to the client. client's website will not include any of the following unless previously agreed upon between both parties.

▪ Any destructive, crude, insulting, harassing, violent, sexual, or any other inappropriate material
▪ Any and invisible fields or pages.

All materials to be supplied by client must be provided with compatible file types and sizes. until final approval, no portions of the above site will be made available to end users. The Developer agrees they shall maintain website back-ups and one set of the final materials provided for a term up to one year. If this Agreement is terminated prematurely or after the agreed backup term, Developer will destroy any and all copies, files, and documents related to this website development services agreement. Developer will provide text and image files only (as executable files). Design files are non-transferrable, client has to re-design his/her website from another developer, if he wants to migrate in future.

AGREEMENT

updates

client has to submit information (which client wants to update on website) in proper text format. updates are limited to few pages only at extra rates. All social media handles will be setup once by developer and total control will be handover to the client. After that, client will manage social media channels.

Digital Marketing

Paid Digital Marketing like Facebook ads or YouTube ads or any other paid ads are not included in the plan. Ads Managements is done on 10% commission-basis.

change in specifications

The client may request that changes be made to the specifications outlined on 'scope of work', or other aspects of the Agreement and tasks associated thereto. If the client requests such a change, the Designer will use its best efforts to implement the requested changes at additional expense to the client and with or without delaying delivery of the website.

Pricing

This website development services agreement shall be invoiced on a time-and-materials basis. Basic Pricing will be the same for the next upcoming years. The Developer shall deliver an invoice every year or month which details all services and additional costs that the client is responsible for. client agrees to pay each invoice within 30 days of receipt from the Developer.

Termination

client may terminate this website development services agreement at any time by providing written notice via email or certified mail to the Developer. Developer may cancel this agreement in the same manner if necessary. In the event that this website development services agreement is cancelled by either party, the Developer shall issue a final invoice for any unbilled services or materials. The client agrees to pay the final invoice according to the terms of this website development services agreement.

Refund Policy

In case, the client terminates the process of website or digital services in the first 15 days or after the project starts up, the developer will not pay any amount in return to the client as the developer has already invested his time and client's money.

If, developer is unable to provide a running website or wants to terminate the project in between the said term (1 year), then the developer will pay from his fees {fees (in ₹) – [fees/12 mo.] ₹ (No. of months developer had provided service) = xyz₹} where xyz amount will be calculated at month end.

conflict Resolution

This website development services agreement shall be governed by the prevailing laws of Haryana, India. If any conflicts arise related to this agreement, the parties agree to seek a suitable resolution through a neutral arbitrator, whose ruling shall be considered final and binding on both parties.

Acceptance

The client hereby enters into a binding website development services agreement with web developer, if he/she purchases or renew any of our web design pack.

An understanding, An Agreement

NOTES

NOTES

NOTES

sda.

"Leadership is doing what is right when no one is watching."

CONTACT US	
www.samarthdesigner.com	info@samarthdesigner.com